

ShieldHOTELS

Position Title: Sales Manager

Reports To: Director of Sales or General Manager

Date Written/ Revised: 3/21/2025

Position Purpose:

Manage accounts to achieve guest satisfaction and to solicit past and new business to ensure all revenue goals (room Night, avg. rate, room rental) are achieved or exceeded.

Examples of Duties:

- Move through property to conduct site inspections. Maximize revenue by selling all facets of the hotel, both orally and in written form to previous, current and potential clients.
- Handle account details so that all pertinent aspects of solicitation and closing are complete and documented. Coordinate various departments' participation in servicing accounts
- Travel locally to conduct outside calls, promote the hotel and review competition reader boards to develop leads.
- Travel out of town to solicit business in feeder cities
- Prepare information for, meet with and entertain clients as deemed appropriate by potential business from that account.
- Represent hotel at trade shows as specified by Corporate trade show attendance guide. Set up exhibits involving bending, stooping, lifting and reading overhead.
- Maintain all Sales Files

Other:

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- Regular attendance in conformance with the standards, that may be established by Shield Hotels from time to time is essential to the successful performance of this position. Employees with irregular attendance will be subject to disciplinary action, up to and including termination of employment.
- Due to the cyclical nature of the Hospitality industry, employees may be required to work varying schedules to reflect the business needs of the hotel.
- Upon employment, all employees are required to fully comply with Shield Hotels rules and regulations for the safe and efficient operation of Hotel Facilities. Employees who violate Hotel Rules and Regulations may be subject to disciplinary actions, up to and including termination of employment.
- Complete all other duties as assigned

Specific Job Knowledge, Skills, and Abilities:

- Knowledge of a hotel structure and how all departments interact.
- Basic mathematical and calculator skills to prepare cost proposals
- Ability to effectively communicate with customers in a friendly and positive manner, in order to solicit business, meet client needs and resolve complaints.
- Ability to move throughout the hotel to conduct site inspections.
- Ability to listen, speak and write English to ascertain and respond to client needs.

Grooming Standards:

All employees must maintain a neat, clean and well-groomed appearance in line with handbook standards, as well as food and beverage health and safety standards.